

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPTON INC.

Ad No. EXT172-A7 - Reg. No. M-20106 - "DE-NICOTINED TOBACCO" - MAINLINE - Page - 4-C - (10" X 6 1/2") - TV Guide - Tampa Market 1990

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A REAL BREAKTHROUGH IN SMOKING.

## DE-NICOTINED TOBACCO

THE SMOOTH TASTE OF A LIGHT.

IT'S THE ONLY CIGARETTE WITH LESS THAN  
0.1 MG. OF NICOTINE MADE FROM DE-NICOTINED  
TOBACCO. ■ NEXT® DE-NIC? ■ THE RESULT  
OF A NICOTINE EXTRACTION PROCESS THAT  
REMOVES NICOTINE DIRECTLY FROM THE  
TOBACCO, MUCH THE WAY CAFFEINE IS  
NATURALLY EXTRACTED FROM COFFEE BEANS.  
■ SO YOU WON'T FIND IT HARD TO DRAW.  
■ WHAT YOU WILL GET IS A SMOKEABLE  
CIGARETTE WITH THE SMOOTH TASTE OF A  
LIGHT. ■ AVAILABLE IN REGULAR AND  
MENTHOL, KINGS AND 100'S.

WHAT WILL YOU THINK OF NEXT?



REGULATORY STATEMENT: DE-NICOTINED TOBACCO  
CONTAINS NO TOBACCO WITH A NICOTINE LEVEL ABOVE  
0.1 MG. PER CIGARETTE (TAR AND NICOTINE)

**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

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9 mg. "tar," 0.1 mg. nicotine av.  
per cigarette by FTC method.



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